

Comparisons of Job Characteristics

Focus Occupation: Public Relations and Fundraising Managers (11-2031)

Associated Occupation: Education Administrators, Postsecondary (11-9033)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 71

Focus Occupation: Public Relations and Fundraising Managers (11-2031)
Associated Occupation: Education Administrators, Postsecondary (11-9033)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Customer and Personal Service	11.3	18.4	20.4	>	Current knowledge level is likely sufficient
English Language	11.2	18.3	19.9	0	Current knowledge level may be sufficient
Education and Training	9.2	17.0	8.0	<<	Extensive education and/or training may be required
Administration and Management	8.4	16.0	15.6	0	Current knowledge level may be sufficient
Psychology	6.4	14.6	6.4	<<	Extensive education and/or training may be required
Personnel and Human Resources	5.6	14.1	12.4	<	Expanded education and/or training may be required
Therapy and Counseling	3.8	13.6	2.3	<<	Extensive education and/or training may be required
Sociology and Anthropology	4.1	12.1	5.6	<<	Extensive education and/or training may be required
Communications and Media	5.3	10.2	18.4	>>	Current knowledge level is likely more than sufficient
Philosophy and Theology	3.2	8.4	3.4	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 94

Focus Occupation: Public Relations and Fundraising Managers (11-2031)
Associated Occupation: Education Administrators, Postsecondary (11-9033)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
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Monitoring	9.9	13.9	12.7	0	Current skill level may be sufficient
Judgment and Decision Making	9.4	13.6	12.6	0	Current skill level may be sufficient
Time Management	8.9	13.5	11.8	<	A higher skill level may be required
Coordination	9.1	13.2	13.6	0	Current skill level may be sufficient
Instructing	7.8	13.2	9.5	<<	Extensive development of skills in this area may be required
Social Perceptiveness	9.1	12.9	14.3	>	Skill level is likely sufficient
Management of Personnel Resources	6.9	12.8	11.5	<	A higher skill level may be required
Service Orientation	7.9	12.2	10.7	<	A higher skill level may be required
Negotiation	6.8	11.8	11.5	0	Current skill level may be sufficient
Persuasion	7.4	11.4	13.6	>	Skill level is likely sufficient
Systems Analysis	6.5	10.7	11.4	0	Current skill level may be sufficient
Systems Evaluation	6.4	10.7	11.4	0	Current skill level may be sufficient
Management of Financial Resources	3.3	9.2	10.1	0	Current skill level may be sufficient
Management of Material Resources	3.7	8.9	7.2	<	A higher skill level may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 99

Focus Occupation: Public Relations and Fundraising Managers (11-2031)
Associated Occupation: Education Administrators, Postsecondary (11-9033)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Oral Comprehension	12.5	16.0	15.5	0	Current ability level may be sufficient
Oral Expression	12.4	16.0	17.3	0	Current ability level may be sufficient
Written Expression	9.8	15.7	16.0	0	Current ability level may be sufficient
Written Comprehension	11.0	15.4	14.3	0	Current ability level may be sufficient
Speech Clarity	10.2	14.3	16.0	>	Current ability level is likely sufficient
Inductive Reasoning	10.2	14.2	11.6	<	Some improvement in abilities may be required
Problem Sensitivity	11.1	14.0	13.6	0	Current ability level may be sufficient
Fluency of Ideas	7.6	13.0	12.5	0	Current ability level may be sufficient
Originality	7.6	11.6	11.4	0	Current ability level may be sufficient
Memorization	5.6	8.5	8.1	0	Current ability level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 78

Focus Occupation: Public Relations and Fundraising Managers (11-2031)
Associated Occupation: Education Administrators, Postsecondary (11-9033)

Work Activities	Exclusivity of Activity
Conduct fund raising activities	87
Coordinate employee continuing education programs	81
Develop budgets	56
Direct and coordinate activities of workers or staff	3
Make presentations	13
Oversee execution of organizational or program policies	49
Schedule activities, classes, or events	71
Use interpersonal communication techniques	10
Use public speaking techniques	13

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 87

Focus Occupation: Public Relations and Fundraising Managers (11-2031)
Associated Occupation: Education Administrators, Postsecondary (11-9033)

Tools and Technologies	Exclusivity
Business function specific software	1
Computers	1
Content authoring and editing software	1
Data management and query software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.